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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/667,677	09/22/2003	Steven Linn Murphy	W115 1010.1	9397
26158	7590	12/03/2007	EXAMINER	
WOMBLE CARLYLE SANDRIDGE & RICE, PLLC ATTN: PATENT DOCKETING 32ND FLOOR P.O. BOX 7037 ATLANTA, GA 30357-0037				SALIARD, SHANNON S
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	10/667,677	MURPHY, STEVEN LINN
	Examiner Shannon S. Saliard	Art Unit 3628

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 01 November 2007.  
 2a) This action is FINAL.      2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-27 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) \_\_\_\_\_ is/are allowed.  
 6) Claim(s) 1-27 is/are rejected.  
 7) Claim(s) \_\_\_\_\_ is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
     Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
     Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1.) Certified copies of the priority documents have been received.  
 2.) Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3.) Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

## DETAILED ACTION

### ***Status of Claims***

1. Applicant has not amended, cancelled, or added any claims. Thus, claims 1-27 remain pending and are presented for reconsideration.

### ***Response to Amendment***

2. Applicant's request for reconsideration of the finality of the rejection of the last Office action is persuasive and, therefore, the finality of that action is withdrawn.

3. The declaration filed on 01 November 2007 under 37 CFR 1.131 is sufficient to overcome the Sadri et al reference.

### ***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. **Claims 1-5, 7-11, and 13** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view of Barros [US 6,307,573].

As per **claim 1**, Reichert et al discloses a method of facilitating selection of a lodging property, the method comprising the steps of: (a) receiving an indication of a geographic area of interest from a user [0032]; (b) identifying one or more lodging properties located within the geographic area of interest conforming to user-specified

criteria [0032; 0037]; and (c) displaying a map of the geographic area of interest whereupon are plotted the locations of the one or more lodging properties [0032]. Reichert et al does not disclose (d) displaying in a dialog box associated with a same webpage as the displayed map substantially dynamic information regarding the particular lodging property indicated by the user, wherein the substantially dynamic information is provided in substantially real-time so as to be substantially current.

However, Barros discloses displaying lodging properties on a map wherein the user can interact with the map to display substantially real-time (i.e., dynamic) information regarding the lodging property [Fig. 6d &7d and descriptions thereof]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Barros so that a user does not have to connect to various sites to obtain information regarding a particular lodging property.

As per **claim 2**, Reichert et al further discloses wherein the indication of the geographic area of interest is in the form of a city name [0032].

As per **claim 3**, Reichert et al further discloses wherein the indication of the geographic area of interest is in the form of a substantially unique name of a feature having a known location [0032].

As per **claim 4**, Reichert et al further discloses wherein step (a) includes receiving one or more other user-specified criteria from the user [0032].

As per **claim 5**, Reichert et al further discloses wherein in step (c) only the locations of one or more conforming lodging properties located within the geographic

area of interest and conforming to the one or more other user-specified criteria are plotted on the map [0037].

As per **claim 7**, Reichert et al further discloses further including the step of providing a navigational control allowing the user to manipulate the map for viewing [0034].

As per **claim 11**, Reichert et al does further discloses further including the step of plotting one or more non-lodging features on the map [0032; 0037].

As per **claim 13**, Reichert et al further discloses a computer program operable to implement the method as set forth in claim 1 [0023-0027].

6. **Claims 6 and 8-10** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view of Barros [US 6,307,573] as applied to claim 1 above, and further in view of DeLorme et al [US 2003/0182052].

As per **claim 6**, Reichert et al does not disclose wherein in step (c) the map is initially displayed centered about an average location of the plotted lodging properties. However, DeLorme et al discloses centering a map about a radius of each point of interest [0197]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by DeLorme et al so that the user is provided with a full view of all points of interest to determine which point of interest best suits their needs.

As per **claim 8**, Reichert et al further discloses wherein the navigational control includes a movement capability [0034]. Reichert et al does not further disclose wherein

the navigational control includes a zoom capability. However, DeLorme et al discloses a map with zoom capability [col 48, lines 11-14]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by DeLorme et al so that a user can get an accurate detailed view for ease of locating the property.

As per **claim 9**, Reichert et al does not further disclose including the step of displaying in the pull-down dialog box substantially static information regarding a particular lodging property indicated by the user. However, DeLorme et al discloses a map display that facilitates interactions with substantially static information regarding a particular lodging property [col 25,lines 29-35]. Furthermore, the Examiner takes Official Notice that it is old and well known at the time of the invention, in the electronic transaction industry, to use a pull-down dialog box to display information. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include displaying in the pull-down dialog box substantially static information regarding a particular lodging property indicated by the user so that a user does not have to connect to various sites to determine to obtain information regarding a particular lodging property.

As per **claim 10**, Reichert et al further discloses further including the step of providing one or more hyperlinks to additional static information (amenities) and additional dynamic information (vacancy) [0040].

7. **Claim 12** is rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view of Barros [US 6,307,573] as applied to claim 1 above, and further in view of Jones et al [U.S. Patent No. 7,082,400].

As per **claim 12**, Reichert et al does not disclose further including the step of providing substantially real-time access to a computerized reservation system of the particular lodging property indicated by the user so as to facilitate the user making a reservation. However, Jones et al discloses a map that provides access to a CRS to reserve a hotel [col 6, lines 30-33]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Jones et al so that the does not have to connect to various sites to determine to obtain information regarding a particular lodging property.

8. **Claims 14-16, 18, 22, and 23** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view Barros [US 6,307,573] and Jones et al [U.S. Patent No. 7,082,400].

As per **claim 14**, Reichert et al discloses a method of facilitating selection of a lodging property, the method comprising the steps of: (a) receiving an indication of a geographic area of interest and one or more other user-specified criteria from a user [0032]; (b) identifying one or more lodging properties located within the geographic area of interest and conforming to the one or more other user-specified criteria [0032; 0037]; (c) displaying a map of the geographic area of interest whereupon are plotted the

locations of the one or more lodging properties [0032]. Reichert et al does not disclose (d) displaying in a dialog box associated with a same webpage as the displayed map substantially dynamic information regarding the particular lodging property indicated by the user, wherein the substantially dynamic information is provided in substantially real-time so as to be substantially current. However, Barros discloses displaying lodging properties on a map wherein the user can interact with the map to display substantially real-time (i.e., dynamic) information regarding the lodging property [Fig. 6d &7d and descriptions thereof]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Barros so that a user does not have to connect to various sites to obtain information regarding a particular lodging property. Reichert et al does not disclose (e) providing substantially real-time access to a computerized reservation system of the particular lodging property indicated by the user so as to facilitate the user making a reservation. However, Jones et al discloses a map that provides access to a CRS to reserve a hotel [col 6, lines 30-33]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Jones et al so that the does not have to connect to various sites to determine to obtain information regarding a particular lodging property.

As per **claim 15**, Reichert et al further discloses wherein the indication of the geographic area of interest is in the form of a city name [0032].

As per **claim 16**, Reichert et al further discloses wherein the indication of the geographic area of interest is in the form of a substantially unique name of a feature having a known location [0032].

As per **claim 18**, Reichert et al further discloses further including the step of providing a navigational control allowing the user to manipulate the map for viewing [0034].

As per **claim 22**, Reichert et al does further discloses further including the step of plotting one or more non-lodging features on the map [0032; 0037].

As per **claim 23**, Reichert et al further discloses a computer program operable to implement the method as set forth in claim 14 [0023-0027].

9. **Claims 17 and 19-21** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view of Barros [US 6,307,573] and Jones et al [U.S. Patent No. 7,082,400] as applied to claim 14 above, and further in view of DeLorme et al [US 2003/0182052].

As per **claim 17**, Reichert does not disclose wherein in step (c) the map is initially displayed centered about an average location of the plotted lodging properties. However, DeLorme et al discloses centering a map about a radius of each point of interest [0197]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by DeLorme et al so that the user is provided with a full view of all points of interest to determine which point of interest best suits their needs.

As per **claim 19**, Reichert et al further discloses wherein the navigational control includes a movement capability [0034]. Reichert et al does not further disclose wherein the navigational control includes a zoom capability. However, DeLorme et al discloses a map with zoom capability [col 48, lines 11-14]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by DeLorme et al so that a user can get an accurate detailed view for ease of locating the property.

As per **claim 20**, Reichert et al does not further disclose including the step of displaying in the pull-down dialog box substantially static information regarding a particular lodging property indicated by the user. However, DeLorme et al discloses a map display that facilitates interactions with substantially static information regarding a particular lodging property [col 25,lines 29-35]. Furthermore, the Examiner takes Official Notice that it is old and well known at the time of the invention, in the electronic transaction industry, to use a pull-down dialog box to display information. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include displaying in the pull-down dialog box substantially static information regarding a particular lodging property indicated by the user so that a user does not have to connect to various sites to determine to obtain information regarding a particular lodging property.

As per **claim 21**, Reichert et al further discloses further including the step of providing one or more hyperlinks to additional static information (amenities) and additional dynamic information (vacancy) [0040].

10. **Claims 24-27** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view of Barros [US 6,307,573], DeLorme [U.S. Patent No. 5,948,040], Jones et al [U.S. Patent No. 7,082,400], and DeLorme et al [US 2003/0182052].

As per **claims 24 and 26**, Reichert et al discloses a method of facilitating selection of a lodging property, the method comprising the steps of: (a) receiving an indication of a geographic area of interest and one or more other user-specified criteria from a user [0032]; (b) identifying one or more lodging properties located within the geographic area of interest and conforming to the one or more other user-specified criteria [0032; 0037]; (c) displaying a map of the geographic area of interest whereupon are plotted the locations of the one or more conforming lodging properties [0032], (d) plotting one or more non-lodging features on the map [0032; 0037]; (e) providing a navigational control allowing the user to manipulate the map for viewing, wherein the navigational control includes a movement capability [0034]; (h) providing one or more hyperlinks to additional static information (amenities) and additional dynamic information (vacancy) [0040]. Reichert et al does not disclose providing a navigational control allowing zoom capability; (f) displaying in a pull-down dialog box substantially static information regarding a particular lodging property indicated by the user; (g) displaying in the pull-down dialog box substantially dynamic information regarding the particular lodging property indicated by the user, wherein the substantially dynamic information is

provided in substantially real-time so as to be substantially current. However, Barros discloses displaying lodging properties on a map wherein the user can interact with the map to display substantially real-time (i.e., dynamic) information regarding the lodging property [Fig. 6d &7d and descriptions thereof]. Furthermore, DeLorme et al discloses a map display with zoom capability [col 48, lines 11-14] wherein the map display facilitates interactions with substantially static information regarding a particular lodging property [col 25,lines 29-35]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Barros and DeLorme et al so that a user does not have to connect to various sites to determine to obtain information regarding a particular lodging property. Reichert et al does not disclose (e) providing substantially real-time access to a computerized reservation system of the particular lodging property indicated by the user so as to facilitate the user making a reservation. However, Jones et al discloses a map that provides access to a CRS to reserve a hotel [col 6, lines 30-33]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Jones et al so that the does not have to connect to various sites to determine to obtain information regarding a particular lodging property. Jones et al does not disclose wherein the map is initially displayed centered about an average location of the plotted lodging properties. However, DeLorme et al discloses centering a map about a radius of each point of interest [0197]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to

include the method disclosed by DeLorme et al so that the user is provided with a full view of all points of interest to determine which point of interest best suits their needs.

As per **claims 25 and 27**, Reichert et al further discloses a computer program operable to implement the method as set forth in claim 24 [0023-0027].

### ***Conclusion***

11. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Examiner's Note: Examiner has cited particular columns and line numbers in the references as applied to the claims below for the convenience of the applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested that the applicant, in preparing the responses, fully consider the references in entirety as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Shannon S. Saliard whose telephone number is 571-272-5587. The examiner can normally be reached on Monday - Friday, 8:00 am - 4:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John W. Hayes can be reached on 571-272-6708. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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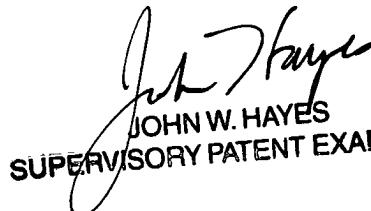
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JOHN W. HAYES  
SUPERVISORY PATENT EXAMINER

Shannon S Saliard  
Examiner  
Art Unit 3628

sss